



# *Valentine's Day Facts and Figures*

Valentines spending is predicted to rise according to the National Retail Federation's (NRF) 2020 Valentine's Day Consumer Survey conducted by Prosper Insights and Analytics. Spending in the nation is expected to total \$27.4 billion, up 32 percent from last year's record \$20.7 billion. Consumers are planning to spend an average of \$196.31 this year. According to the NRF, this Valentine's Day couples are eager to shower their loved ones, including their other important relationships, with special gifts. Items like jewelry, candy or flowers remain popular with consumers. Memorable experiences are becoming increasingly popular. To celebrate this holiday, MERIC has put together some fun facts and figures to share with you.

## **Fun Facts**

### **496 A.D.**

The year Pope Gelasius declared February 14th as Valentine's Day.

### **Rosebud, Missouri**

Missouri's most romantic-sounding city.

### **Most Romantic Restaurants in Missouri**

Cafe Provence in St. Louis and Annie Gunns in Kansas City made *Top 110 Romantic Restaurants in US*.

### **21**

The estimated number of chocolate (NAICS 31135) candy manufacturers in Missouri in 2020, employing 546 workers with an average weekly wage of \$659.

### **52**

The estimated number of specialty candy and nut manufacturers (NAICS 445292) in Missouri in 2020, employing 311 workers with an average weekly wage of \$464.



### **Cherry Mash**

The third oldest candy bar in the nation is manufactured in St. Joseph, Mo by the Chase Candy Company. The company began making candy in 1876.

### **\$1.7 billion**

The total amount consumers plan to spend on their pets for Valentine's Day 2020.

### **17%**

Buying for pets has increased from 17% in 2010 to 27% in 2020.



### **Twice**

Men are forecasted to spend twice the amount (\$291.15) on gifts than the average woman (\$106.22).

### **28%**

The percentage of consumers that plan to give a gift-of-experience for Valentine's Day.

*Happy Valentine's Day*



*From*  
*Office of Performance and Strategy*  
**MERIC**

**43%**

The percentage that will give a card for their loved one on Valentine's Day.

### Hallmark Cards

The number one greeting card manufacturer in the United States that makes its home in Kansas City, Missouri.

**55%**

The percentage of consumers in the nation that plan to celebrate Valentine's Day.

### Biggest Spending Age Group

Ages 35-44 are the biggest Valentine spenders at \$279.14, followed by 25-34 at \$239.07.

## Valentine's Day Spending Forecast

NRF's Survey reported that consumers plan to purchase traditional items for Valentine's Day, such as greeting cards (\$9.01), gift card/certificate (\$14.21), flowers (\$16.49), candy (\$17.30), clothing (\$20.67), evening out (\$30.78) and jewelry (\$41.65).



**Source:** National Retail Federation, Prosper Insights and Analytics

<http://www.cherrymash.com/candy/cherry-mash/>

Quarterly Weekly Employment and Wage (QCEW), <https://www.travelandleisure.com/food-drink/restaurants/most-romantic-restaurants-opentable>

